

**ELKO CONVENTION & VISITORS AUTHORITY  
REGULAR BOARD OF DIRECTORS MEETING  
TUESDAY, OCTOBER 22, 2019  
ELKO CONVENTION CENTER  
CEDAR ROOM 8:30 A.M.  
MINUTES**

The Chairman and/or Vice Chairman reserve the right to: change the order of agenda items, combine two or more agenda items for consideration, remove or delay discussion on an item, and/or recess the meeting and continue at another specific date and time.

**1. Roll call**

ECVA Board Members Present: Matt McCarty  
Delmo Andreozzi *\*via conference call*  
Dave Zornes  
Toni Jewell  
Chip Stone

ECVA Staff Present: Katie Neddenriep, Executive Director  
Cheryl Garcia, Comptroller  
Amber Merz, Administrative Assistant  
Steve Wehde, Facility Manager  
Juli Nelson, Marketing Coordinator  
Erin Myers, Events Coordinator  
Tom Lester, Tourism & Convention Manager

Visitors Teri Gage  
Billie Crawford  
Kaitlynn Rodriguez  
Brandy Stout  
Gary Klug  
Jessie Bahr  
Lori Cox  
Marie Gonzalez  
Judy Anderson  
Jalaine Stanton  
Amy Gonzalez  
Jenn Cambra  
Sherry Smith  
Sarah Carone  
Vanessa Knotts  
Mike Silva  
Dan Allred  
Armida Marin  
Brandolyn Thran

**2. Call to order and Pledge of Allegiance**

Chairman of the Board, Mr. Matt McCarty, called the meeting to order at 8:35 am. He stated for the record that all members of the board were in attendance; Vice Chairman of the Board, Mr. Delmo Andreozzi, was conferenced in as he could not be there in person.

**3. Public Comments- Non- Action Item**

Pursuant to N.R.S 241.020, 2(c) (3), this time is devoted to comments by the general public, if any, and discussion of those comments. No action may be taken upon a matter raised under this item on the agenda until the matter itself has been specifically included on a successive agenda and identified to be an action item.

Mrs. Judy Andreson thanked the Board of Directors and the ECVA for allowing the Charity Partner Applicants the opportunity to attend this meeting.

**4. Approval of minutes from the Board of Directors meeting of September 24, 2019 – For Possible Action (public comment)**

Mr. McCarty thanked the staff for including the corrected minutes from the previous meeting in the packet.

*Mr. Dave Zornes made a motion to approve the minutes from the Board of Directors meeting of September 24, 2019. Mrs. Toni Jewell seconded the motion. Motion passed unanimously.*

Mr. McCarty then explained that he would have to leave early today so he would like to take things out of order to ensure they got through as many action items as possible. He stated that he would like to address agenda item 7a-1022-19, the Comptrollers Report next.

**7A-1022-19 Comptroller's Report/Approval of September expenditures and all related matters – For Possible Action (Public Comment)**

Mrs. Cheryl Garcia stated that room taxes received in October 2019 were for the month of August 2019 and were as follows: General Fund Room Tax for August 2019 was received in the amount of \$63,140.46, compared to the \$75,508.82 received in August 2018 this is a decrease of \$12,368.36 or 16.38%. Marketing Fund Room Tax for August 2019 was received in the amount of \$46,524.55, compared to the \$55,638.08 received in August 2018 this is a decrease of \$9,113.53 or 16.38%. Year to date Room Tax proceeds are down 19.16% in General and Marketing Fund.

Ad Valorem Taxes received in September 2019 were for the month of August 2019 and were received in the amount of \$108,758.38. Compared to the \$98,023.18 received in August 2018 Ad Valorem saw an increase of \$10,735.20 or 10.95%. Year to date Ad Valorem Taxes are up 1.79% through September 2019. Mrs. Garcia then stated that total claims for the month of September 2019 were in the amount of \$172,526.11. She stated that they had a CD mature in the amount of \$105,523.50 and transferred it to Raymond James Bank Money Market. A CD was also purchased from Seacoast National Bank in the amount of \$109,000.00.

*Mr. Chip Stone made a motion to approve the September 2019 Claims in the amount of \$172,526.11. Mrs. Toni Jewell seconded the motion. Motion passed unanimously.*

Mr. McCarty stated that he would now like to move onto the 2019 Festival of Tree Charity Partner applications.

**5. NEW BUSINESS:**

5A-1022-19 Review, discussion and possible approval of the 2019 Festival of Tree Charity Partners and all matters related to – **For Possible Action (public comment)**

As Mr. Andreozzi had called into the meeting, Mr. McCarty explained that there was approximately 20 members of the public at the meeting each here to represent their organization for Charity Partner application process.

Mr. Andreozzi stated that the meeting when the Board selects the Festival of Trees Charity Partners each year is the most difficult but also the most rewarding. He stated that all applicants are so deserving of funds so it makes the process choosing only a few very hard. He then thanked Ms. Myers for taking the time to put together a spreadsheet of all applicants and their history with the Festival of Trees.

Mr. McCarty referenced the “Festival of Trees Charity Partner History” spreadsheet [included in the BOD packet under agenda item 5A-1022-19] and stated that out of the 22 applicants it appeared that 8 of them had never received funds before.

The Board then discussed the best way to review all applications and decided that they would go in the order that they were listed on the “Festival of Trees Charity Partner History” spreadsheet.

Mr. McCarty thanked all of the Charity Partner applicants for attending the meeting today. He explained that in the interest of time the Board would work down the applicant list in order. If they came to an organization that they did not feel they had enough information on or they had questions about anything in the application the representative in attendance would be given two – three minutes to talk about what the organization does and what they would like to do with the funds if they were to receive Charity Partner status.

The Board began their discussions with Bridge Builders.

Mr. Dave Zornes asked the Bridge Builders representative how the organization generated the funds they use to operate and how potential clients or families find out about the services that are offer.

Brandy Stout of Bridge Builders introduced herself and Kaitlyn Rodriguez and explained that that they are newly in charge of the organization. The person who was previously in charge did not leave a lot of information upon their departure so they are still trying to figure things out. She stated that Bridge Builders was lucky enough to be a Festival of Trees Charity Partner a few years back. They are still using those funds to operate but they are starting to run out. She explained that they operate out of the Division of Child and Family Services office so families or clients usually find out about their services because of DCFS involvement.

Mr. McCarty asked if they had begun the process of or were planning on applying for 501c3 status.

Brandy explained that because she had recently taken this position over and been left with so little information, she was not sure if this process has been started already or not.

Mr. Zornes stated that he is very familiar with Communities in Schools and is aware of what their organization does within Elko County. He stated that he feels that they are a great organization and he really believes in their cause.

Mr. Andreozzi stated that he agrees with Mr. Zornes but the Board should keep in mind that Communities in Schools had received funds 5 times in the past.

Mr. McCarty stated that Terri Gage was here as the representative for Community Foundation of Elko County.

Mr. Zornes asked Mrs. Gage where the money raised by Community Foundation of Elko County goes.

Terri Gage explained that their funds go into an endowment fund and each year they award grants to deserving 501c3 organizations.

Mr. Stone asked if the money stays in the area,

Mrs. Gage stated that all funds stay within Elko County.

Mr. Andreozzi stated that he really liked this application, he feels like awarding funds to this organization would be an investment into the future of Elko County.

The Board then moved on to the next applicant, Desert Healthcare Facilities DBA Highland Manor of Elko.

Mr. McCarty asked if anyone was present from Desert Healthcare Facilities DBA Highland Manor of Elko. As no one was present he asked if the members of the Board had any comments about this organization.

Mr. Zornes stated that it appears the funds raised by this group go to the residents of Highland Manor and are used to pay for products and or services that outside of the budget.

Mr. McCarty asked the representative from Elko Cancer Network if she would like to say anything to the Board.

Armida Marin stated that the Elko Cancer Network helps patients, families and cancer survivors cover the costs associated with treating cancer. She explained that there was not a cancer treatment facility in Elko so they help with the cost of traveling to a facility. This includes the cost of lodging while they are receiving treatments. She then stated that they do require patients be residents of Elko County to qualify.

Mr. McCarty thanked Judy Andreson of Family Resource Center for coming and asked the Board if they had questions for her.

The Board agreed that they were all familiar with this organization.

Jeri Smith of Friends in Service Helping (FISH) introduced herself and stated that she would cover some of the questions that they have asked previously. She stated that FISH does have several Community

Partners. They have 2 Facebook pages to help get the word out about their services, one for their store and the other for client services. She explained that they do receive federal funding but that the funds are program specific. If they are chosen as a Charity Partner they would like to use the funds to help cover the cost of updating their safety, security and lighting.

Jenn Cambra from Get Pink introduced herself. She explained that they focus on helping people before they get breast cancer by providing funds to pay for breast health exams. They were started out of High Desert Imaging so a lot of patients find them when they come in.

Mr. Chip Stone stated that he is familiar with this group and the great work that they do.

Mr. Zornes stated that Get Pink has made some great contributions to the community.

Jenn Cambra explained that unfortunately they are unable to provide funds to patients for a biopsy as they have to cap their contributions at \$1000.

Marie Gonzalez of Head Start of Northeastern Nevada introduced herself. She stated that they do receive funding from other sources as well as federal funding that is program specific. She then stated that they were all welcome to stop by a check out the organization.

Mr. McCarty asked where the Silver Street location was.

Marie stated that it was next to the police department.

Mr. McCarty welcomed Billie Crawford of Horizon Hospice and asked her if she would like to say anything.

Billie stated that Horizon Hospice not only provides end of life care they also run the Horizon Center which offers grief counseling and peer support groups.

Gary Klug of the Igloo Rec Center introduced himself. He stated that they in the process of building an outdoor ice rink and if they are selected they would use the funds to help pay for the completion of this project. He explained that the community has been very supportive local companies have offered free use of their equipment to help complete the rink. They hope to have it done by next winter.

Amy Gonzalez of Nevada Legal services introduced herself. She stated that this organization helps with all sorts of legal issues and government rejections. This includes issues with social security, denial of food stamps. She explained that the biggest issue they see in this area is landlord/tenant disputes. They are trying to open a tenant/renter's rights center in their office to address the need in this area, if granted funds this is where they will be directed.

Brandolyn Thran of Nevada Outdoor Schools introduced herself and explained that this group started out in Winnemucca and in 2016 they were able to expand and open a second office in Elko. They were not able to buy duplicates of all of their equipment unfortunately so they spend a lot of time traveling back

and forth between Winnemucca and Elko to transfer these things. If selected they would like to use the funds to build up inventory so that they do not need to continue traveling back and forth.

Mr. McCarty asked if there was a representative from CASA present. As there was not he asked the Board if they had any comments or discussion.

The Board agreed that they had enough information on this organization and moved on.

Jalaine Stanton of Northeastern Nevada SAFE introduced herself. She explained that this is a volunteer run organization that aids the court in guardianship cases for the elderly. the volunteers are trained to be unbiased observers who work with the court in the best interest of elderly clients who can not advocate for themselves.

Mr. McCarty asked if there was a representative from Northern Nevada Autism Network (NNAN) present.

Vanessa Knotts of NNAN introduced herself.

Mr. Zornes asked if NNAN provided services to low income families specifically.

Vanessa stated that this was not the case, they provide services to families who have or suspect that they have an autistic family member. She then went on to explain that there are no resources for children with autism in this community so NNAN helps to make those things available for families. She explained that they help will help families to find physicians who can diagnose autism if they believe their child is autistic. She stated that they will help to find the appropriate therapy for each person, they can provide equipment to children who are nonverbal as well as many other services.

Jessie Bahr of Northern Nevada Youth Soccer introduced herself. She stated that they do their best to keep their fees low and only charge for the basics but they would like to be able to subsidize the registration cost for children and families who cannot afford the registration fees. If they are awarded funds this is where they would like to direct them.

Dan Allred with Special Olympics of Nevada introduced himself. He stated that they have a few other sources for funding. He explained that their organization is community based, all money raised is kept within the community. They have been lucky enough to receive funds as a Charity Partner before and they are grateful to be given the opportunity to apply and be amongst this group of great community-based organizations.

Mr. Zornes asked how many participants they have.

Dan stated that they currently have 34 athletes, they have grown 10% in the last 2 months.

Mr. McCarty asked if there was a representative from The Children's Cabinet present. As there was not, he asked the Board if they had any comments or discussion.

The Board agreed that they had enough information on this organization and moved on to the Veterans Resource Center at Great Basin College.

Mr. McCarty asked if there was a representative present who like to speak about the Veterans Resource Center. As there was not, he asked the Board if they had any comments.

Toni Jewell stated that she has used the services offered by the Veterans Resource Center, they were very helpful. She stated that feels like thing this is a useful organization.

Mr. McCarty asked if there was a representative from the Vitality Center present. As there was not, he asked the Board if they would like to make any comments.

The Board agreed that they had enough information on this organization and moved on to the Wells Family Resource Center.

Sarah Carone of Great Basin College introduced herself. She explained that this organization is a collaboration between Great Basin College Child and Family Center, the Library systems and the Wells Resource center. They were established in 2014 to address the need to raise literacy rates among children in rural Nevada. She stated that they were started with grant funding from United Way. They do receive funds from United Way but they decrease in amount every year to qualify for those funds they must go out and find matching funds from other sources.

Mr. McCarty stated that he needed to make a few disclosures before they went any further. He stated that he was an employee of Great Basin College Foundation which is a division of Nevada's System of Higher Education. He went on to explain that the Northern Nevada Autism Network has partnered with Great Basin College in the past, the Veterans Resource Center is located within Great Basin College and as Sarah Carone just told them the Wells Family Resource Centers project is a partnership with Great Basin College. He went on to tell them that he has also worked directly with the Veterans Resource Center in the past. Mr. McCarty then explained that he has no pecuniary interests in any of the organizations applying today and he feels he can still be impartial with his vote.

The board then began discussing their choices for Charity Partners.

Mr. Chip Stone asked what the Charity Partners got in 2018.

Ms. Myers stated that the 2018 Festival of Trees raised \$34,000 and it was divided up between 5 Charity Partners.

Mr. Andreozzi stated that he wants to thank all the organizations who applied, he applauds them and appreciates all they do for the community.

Mr. Zornes stated that he feels this is a nearly impossible division. He wishes they could all receive funds as they are all so deserving.

Mr. McCarty echoed Mr. Andreozzi's comment from the beginning of the meeting, this is the most difficult Board meeting but also one of the most rewarding. He stated that he would have excused himself in about 5 minutes as he has another engagement. Mr. McCarty went on to explain how he chose his picks for Charity Partners. He then went over his opinions with the committee and handed off the gavel to Vice Chairman, Mr. Delmo Andreozzi.

Further discussion took place.

Dan Allred stated that he would like to thank the Board for the opportunity to apply and for their consideration. He stated that since he has been present and listened to the discussion at this meeting, he has come to the realization that there are organizations in the community that need these funds far more than Special Olympics does. He stated that with the Oakland Raiders move to Las Vegas the Raiders have taken Special Olympics of Nevada under their wings so he they should see funds from this as well as a few other community-based sources.

The board continued to discuss their top 5 choices.

Mrs. Katie Neddenriep stated that there was not a rule stating they only pick 5 Charity Partners. She went on to explain that the number of partners has varied over the years, for many years they had 6 Charity Partners.

Further discussion took place.

*Mr. Chip Stone moved to select Community Foundation of Elko County, Elko Cancer Network, Igloo Recreation Center, Northern Nevada Autism Network, Northern Nevada Youth Soccer Association and Veterans Resource Center at Great Basin College as the 2019 Festival of Tree Charity Partners. Mrs. Toni Jewell seconded the motion. Motion passed unanimously.*

## **6. OLD BUSINESS:**

NONE

## **7. STAFF REPORTS:**

7B-1022-19 Convention & Tourism Report - **Non-Action Item**

Mr. Tom Lester read the report he had included in the Board packet for them. He stated that he is still working on the RFP to update our website and rebrand. The Elko Marketing Video is almost complete they are waiting on footage on the local Native American Community.

Further discussion took place.

7C-1022-19 Marketing Report - **Non-Action Item**

Mrs. Juli Nelson stated that she is busy promoting the Elko Area and local events through various outlets. She stated that the ECVA is running ads for holiday party facility rentals. The mines canceled most of their holiday parties leaving the winter calendar with a lot of availability. Mrs. Nelson then passed



around the report showing results of the ECVA's recent social media campaigns and went through them with the Board explaining how successful this has been.

Further discussion took place.

#### 7D-1022-19 Events Report - **Non-Action Item**

Ms. Erin Myers stated that the Festival of Trees would be taking place December 2<sup>nd</sup>, 3<sup>rd</sup> and 4<sup>th</sup> this year. She stated that she was happy to have the Charity Partner selections so that she could move forward with this event.

Further discussion took place.

#### 7E-1022-19 Facilities Report - **Non-Action Item**

Mr. Steve Wehde stated that the Facilities crew is doing well. He told the Board that they had added some bark to the berm and surrounding problem area outside the theater wall. They hope this will help with dust control as well as aesthetics. He stated that they have another leak in the atrium and he is working with Montrose Glass to get it repaired, they hope to have it done by next week.

#### 7F-1022-19 Administrative Report – **Non-Action Item**

Mrs. Neddenriep stated that the Caterers meeting she and Mrs. Longley had went really well. They got some great feedback and plan to follow up to address concerns that were brought to their attention. She stated that the last lodging meeting went really well, she changed the meeting up a little bit and had more of a workshop style discussion with the committee members. They had a very productive meeting and overall the response was positive, she included the workshop feedback in the Board packet. She then reminded them that the Board of Directors Strategic Retreat Workshop was taking place November 15<sup>th</sup> and 16<sup>th</sup> and that the next Board of Directors Meeting would place on December 3<sup>rd</sup>. The ECVA placed in the top 3 for the Elko Daily's Readers Choice Awards as Best Place for a Business Meeting and for the Festival of Trees event.

Further discussion took place.

### 8. Public Comments – **Non-Action Item**

Terri Gage stated that the Festival of Trees is her favorite Elko area event and that the tree Eide Baily donates has been the top selling item for the last few years so they would like to know if there is a way that they can help to market the event or getting the word out to generate community involvement.

Further discussion took place.

### 9. Board Comments – **Non-Action Item**

Mrs. Jewell stated that this was a hard meeting but she feels that they picked good organizations.

Mr. Zornes echoed Mrs. Jewells comments and stated that he hopes everyone finds their selections acceptable.

Mr. Andreozzi stated that this is difficult decision every year but it's a great problem to have because it means that Elko is full of great charitable organizations.

Further discussion took place.

## **10. Adjournment**

*Meeting adjourned at 10:31 am.*

A handwritten signature in black ink, appearing to read "Matt McCarty", written over a horizontal line.

**Matt McCarty- Chairman**